



DOCKET NO: 204779US25



ASSISTANT COMMISSIONER FOR PATENTS  
WASHINGTON, D.C. 20231

RE: U.S. Application  
Serial No: 09/828,122  
Filed: April 09, 2001  
Group: UNKNOWN  
Inventor: GARY M. KATZ  
For: PAIRED PROMOTION ARCHITECTURE

ATTORNEYS AT LAW  
CHARLES L. GHOLZ  
(703) 412-6485  
CGHOLZ@OBLON.COM  
RICHARD A. NEIFELD  
(703) 412-6492  
RNEIFEED@OBLON.COM

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12:20 PM MAIL ROOM

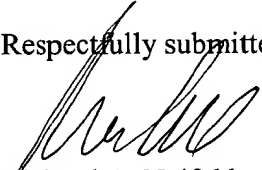
SIR:

Attached hereto for filing are the following papers:

**DECLARATION OF INVENTOR (6 PAGES)**

Our check in the amount of \$ ~~--0.00--~~ is attached covering any required fees. In the event that any variance exists between the amount enclosed and the Patent Office charges for filing the above-noted documents, including any fees required under 37 CFR 1.136 for any necessary Extension of Time to make the filing of the attached documents timely, please charge or credit our Deposit Account No. 15-0030. Further, if these papers are not considered timely filed, then a petition is hereby made under 37 C.F.R. 1.136 for the necessary extension of time. A duplicate copy of this sheet is attached.

Respectfully submitted,

  
Richard A. Neifeld  
Registration No. 35,299  
Attorney of Record



**22850**

Tel: (703)413-3000  
Fax: (703)413-2220  
RAN:rlb

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CATALINA MARKETING, INC.

NO: 958

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ATTORNEY DOCKET NO. 200688US  
PIP-69B-KATZ

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

IN RE APPLICATION OF :

GARY M. KATZ :

GROUP: UNKNOWN

SERIAL NO.: NEW APPLICATION :

EXAMINER: UNKNOWN

FILED: HERewith

FOR: PAIRED PROMOTION  
ARCHITECTURE

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**DECLARATION OF INVENTOR**

ASSISTANT COMMISSIONER FOR PATENTS  
WASHINGTON, D.C. 20231

SIR:

- (1) On June 8, 1999, I began to work on a project which was then known as "Project Crusade." "Project Crusade" later became known as "Project 121," and dealt with a paired promotion architecture.
- (2) I know that "Project Crusade" had been in existence at least since March 1999.
- (3) The paired promotion architecture project was a project upon which only employees of Catalina Marketing Corporation worked during at least the time period after June 8, 1999.
- (4) I know that Catalina Marketing International, Inc. is a wholly owned subsidiary of Catalina Marketing Corporation.
- (5) I know that, when I began to work on "Project Crusade," William Thurmond was working on that project.
- (6) On June 8, 1999, William Thurmond told me that he had met with representatives (employees) of Kraft Foods, Inc. in April or May of 1999 and discussed "Project Crusade," as illustrated by the attached chart entitled "Project Crusade Proposed Architecture."

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CATALINA MARKETING

NO. 958

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(7) Also on June 8, 1999, I attended a meeting with representatives (employees) of Kraft Foods, Inc. to discuss "Project Crusade." A copy of my notes from this meeting are attached.

(8) I know that on October 25, 1999, a computer-executable version of the paired promotion architecture and coupons were sent to stores and that paired coupons were provided to preselcted consumers under a pilot program to test the feasibility of the paired promotion architecture.

(9) I know that selected Kraft employees were aware of the paired promotion architecture pilot program.

(10) I know that, in the paired promotion architecture pilot program, the paired promotion architecture was tested in order to determine the execution feasibility, and later to determine if increased consumer spending on clients' brands resulted.

(11) I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Date: 4/2/01

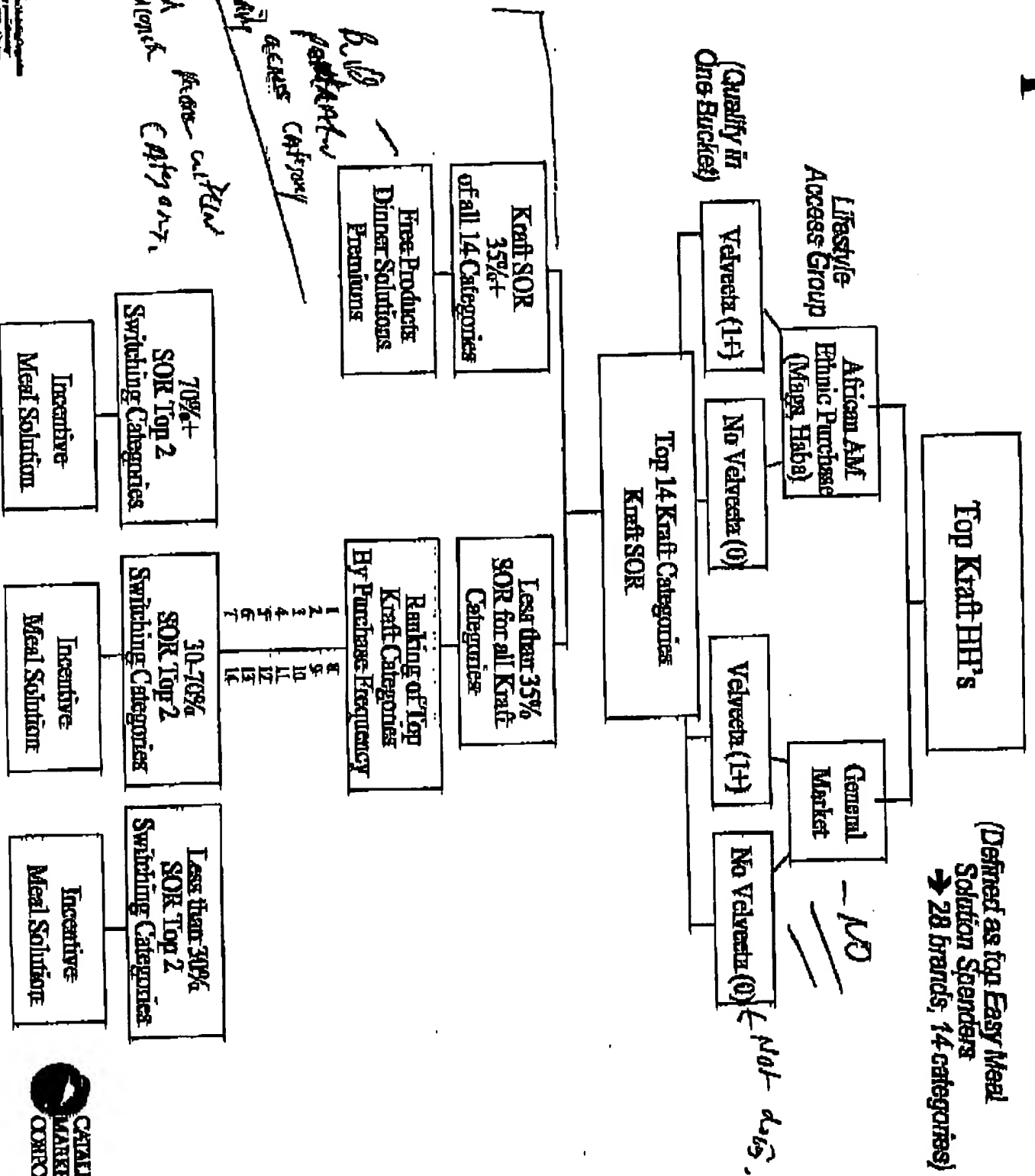
By: Gary M. Katz  
Gary M. Katz

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# Project Crusade Proposed Architecture

(Defined as top Easy Meal  
Solution Spenders  
→ 28 brands, 14 categories)



NO. 508  
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CATALINA MARKETING

Jeff

2-4 - Thurs

Ehrii marketing

6/18/99

Eileen marketing Res.

HARTEM CUBA

+ GPT

1. Archet.

2. EVALUAT - How to read it

1. What to learn

2. TOP KRAFT HH's

- Based on National Roll-up

- Take top 25,000 Randomly - from  
Lance list.

- Based 52 weeks.

- TOP 90 of HH's & minor  
KRAFT Easy, had some  
Spoke

minh Det.

Alt

Den

- smaller

- last - measurement

1999

Simplification

1999 - 50,000 HH

2000 - 400,000 HH

2001 - max. 10,000,000 set plan

- Customer & Distributor  
→ Build penetration \* across categories  
not within